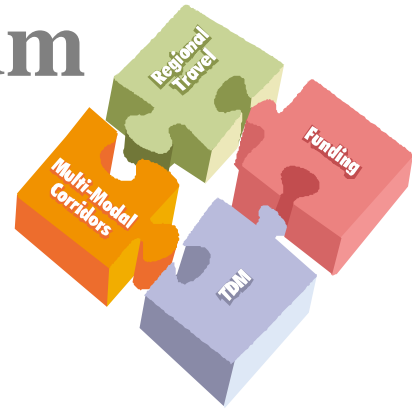


Memorandum



DATE: April 5, 2002
TO: Study Committee
FROM: TMP Update Staff and Consultant Team
SUBJECT: Phase 2 TDM Focus Area

TDM Focus Area. Transportation Demand Management (TDM) has been an integral part of Boulder's transportation services for over 15 years. In Phase 2 of the TMP Update, the project team will be assessing and evaluating the various TDM strategies that can be deployed in the coming years to help achieve Boulder's transportation goals and objectives. The intent is to present a general understanding of TDM strategies that could be considered for Boulder. As with all other Phase 2 activities, the project team will emphasize comprehensiveness of analysis, as opposed to building a package of TDM strategies. With the guidance and dedication of the Study Committee, TDM packaging will occur in the next phase. As such, the project team is depending upon the thorough analysis and examination of the Study Committee for the full array of TDM possibilities.

Further analysis of TDM applications will include: application to the overall TMP, cost effectiveness, translating national experience into potential Boulder effectiveness, fatal flaws as applied to Boulder, and the development of an evaluation criteria.

Steering Committee's Work. To prepare for your work on TDM please review the attached two key items:

- TDM Quick Primer – this brief document outlines what TDM is, how it is used, and general ideas of effectiveness in reducing single-occupant vehicle trips nationwide
- TDM Technical Memorandum – this detailed document provides greater depth of information from that of the primer. It was prepared in conjunction with the TDM Toolkit project, which is an effort to provide developers and property owners with an indexed toolkit of TDM strategies.

At its April 15th meeting, Steering Committee Members will be asked to

- Identify any TDM options or concepts that should be added to the list and;
- Brainstorm potential evaluation criteria.